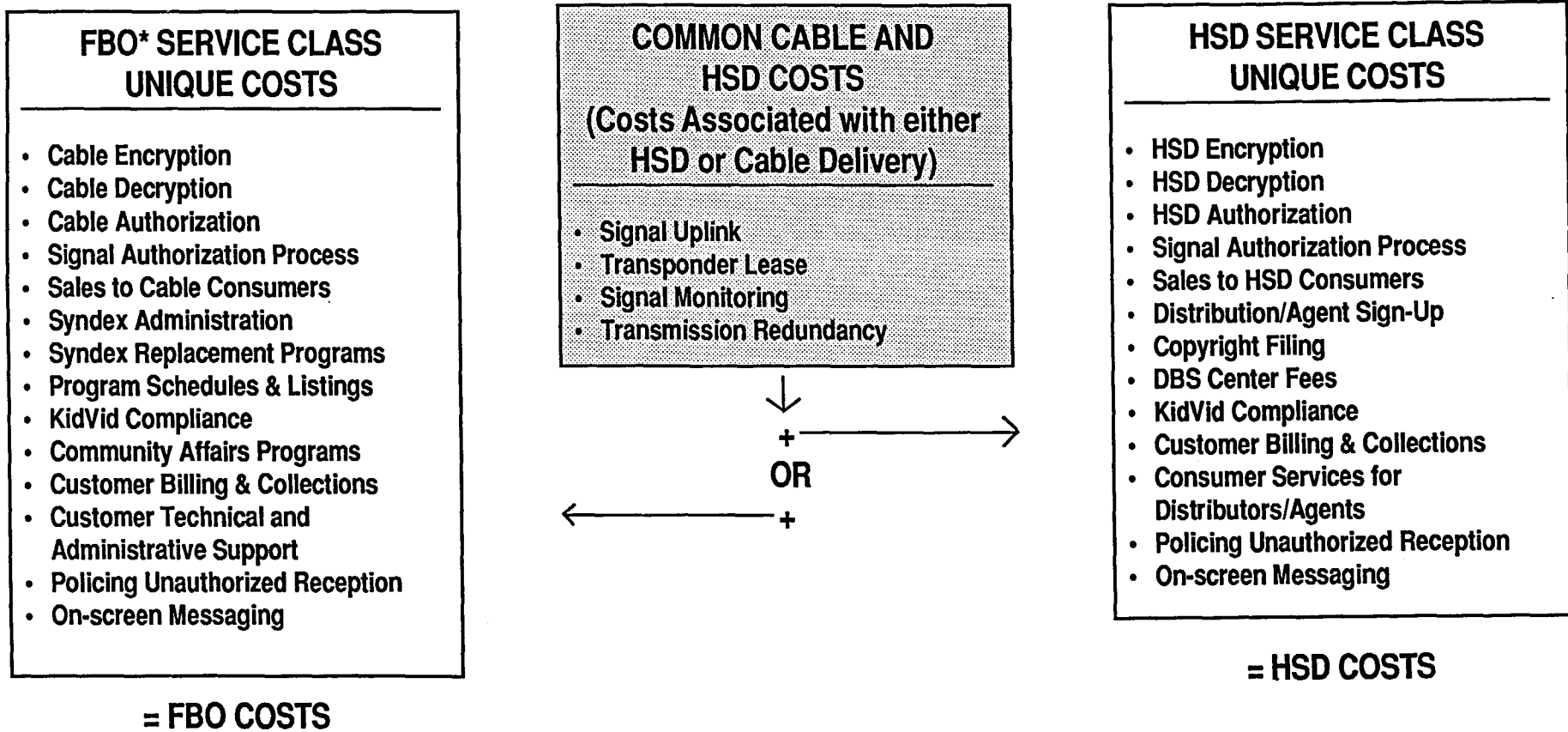


THERE ARE SOME COMMON COSTS BETWEEN EACH CLASS OF SATELLITE SUPERSTATION BROADCAST PROGRAMMING VENDOR SERVICES. HOWEVER, THE UNIQUE COSTS OF EACH CLASS OF SERVICE EXCEED THE COMMON COSTS.

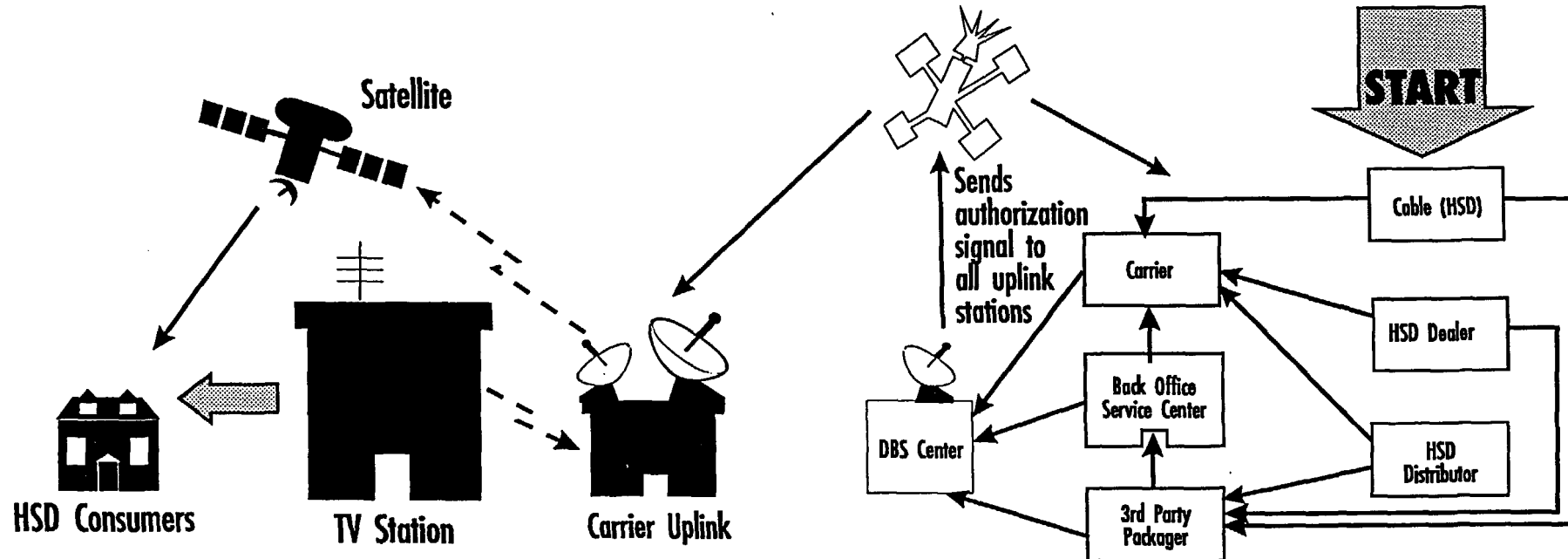


* Facilities-Based Operator

SUPERSTATION SERVICES TO HSD CONSUMERS CONSIST OF A UNIQUE SET OF COSTS

VENDOR'S ROLE IS MORE COST-INTENSIVE IN HSD

(THE HSD BUSINESS IS DEPENDENT ON BOTH CONSUMER AND DISTRIBUTOR REVENUE)



VENDOR SERVICES FOR HSD MARKET

1. Uplink facility cost
2. Lease of satellite transponder
3. Receives/retransmits TV signal to consumers
4. Receives/retransmits authorization signal
5. Inputs/uplinks tier addressable messages
6. Monitors TV signal
7. Markets and sells to:
 - Consumers
 - 3rd party packages
 - HSD Dealers
 - HSD Distributors
 - Cable Systems (HSD)
8. DBS Center:
 - Leases/bills tier bit and port at DBS Center
 - Sends authorization signal to center
 - Message transactions
 - Records authorized descrambler numbers for center
 - Submits reports to users)
9. Provides customer service for consumers, packages dealers, distributors and cable systems (HSD)
10. Files semi-annual copyright payment
11. Provides administration and billing services to consumers, packagers, dealers, distributors and cable systems.

SALES AGENTS (PACKAGERS, DEALERS AND DISTRIBUTORS)

3RD PARTY PACKAGER

1. Sells programming to dealers, distributors and consumers
2. Sends authorization signal to DBS center
3. Leases port at DBS Center
4. Bills customers
5. Sends deauthorization signal to DBS Center for customers

HSD DEALER

1. Sells and installs equipment
2. Sells programming subscriptions to consumers

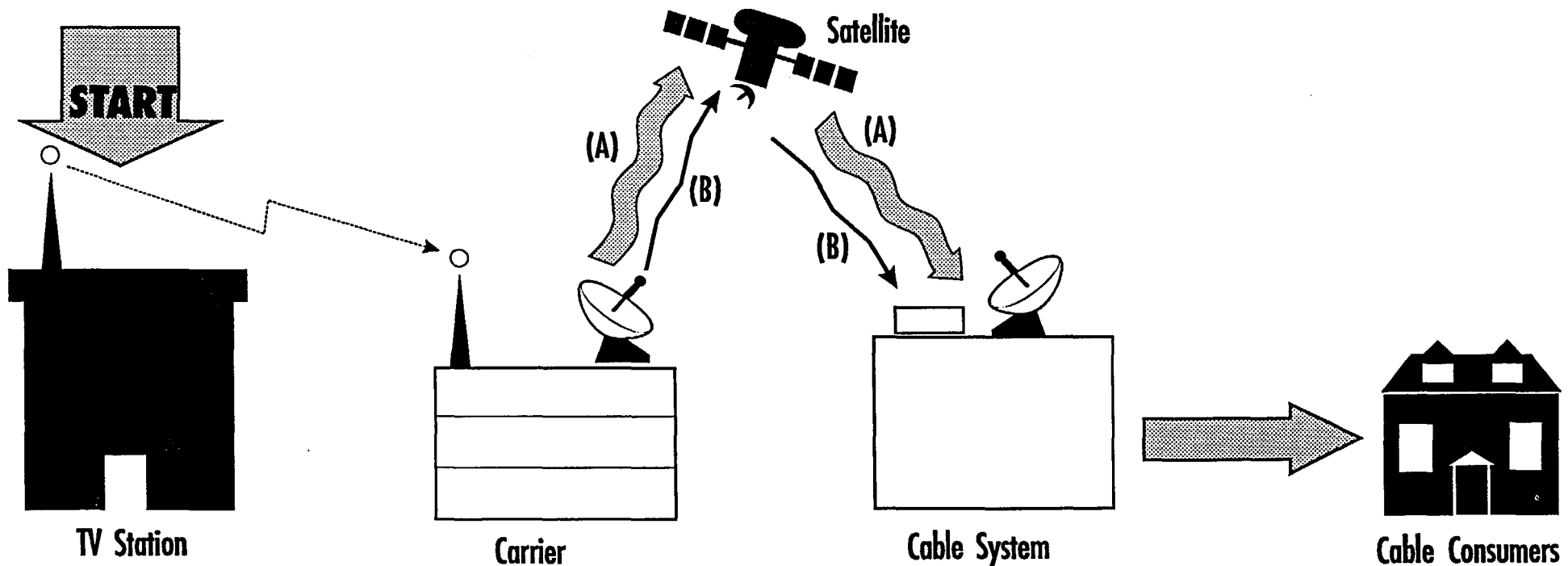
HSD DEALER, continued

3. Calls carrier or 3rd party packager for consumer authorization
4. Takes consumer service calls

HSD DISTRIBUTOR

1. Sells equipment to equipment dealers
2. Markets and sells programming to dealers and consumers
3. Calls carrier or 3rd party packager for authorization
4. Bills dealers and consumers
5. Takes consumer service calls
3. Calls carrier or 3rd party packager for deauthorization

SUPERSTATION SERVICES TO FACILITIES-BASED OPERATORS CONSIST OF A UNIQUE SET OF COSTS



CARRIER SERVICES FOR THE FACILITIES-BASED OPERATOR MARKET

1. Uplink facility cost
2. Lease of satellite transponder
3. Receives/retransmits TV signal (A)
4. Receives/retransmits authorization signal (B)
5. Provides transmission redundancy
6. Monitors signal
7. Maintains database of customers/descramblers
8. Maintains UVI-cable authorization center and equipment
9. Authorizes cable system
10. Provides syndex substitute programming and administration
11. Provides schedules, program listings and community affairs programs to consumers through cable system
12. Provides technical/administrative services to cable systems for syndex, network nonduplication, KIDVID compliance, etc.
13. Bills cable system
14. Deauthorizes cable system
15. Polices unauthorized reception
16. Provides on-screen messaging for cable systems

UNITED VIDEO HAS A HISTORY OF OPEN ACCESS FOR ALL THE SUPERSTATION SERVICES IT PROVIDES

- United Video is currently serving cable, SMATV, MMDS, translators (non-profit), and Superstar Connection is serving HSD.
- United Video began serving HSD and MMDS early in their development, even before they had standing in copyright law.
- United Video does not grant geographical exclusivity and serves competing companies in the same market.
- United Video's commitment to serve all qualified parties has been firm in spite of increased business liability and conflicts with existing customers.

UNITED VIDEO'S CURRENT PRICING STRUCTURE HAS BEEN SUBJECT TO LEGAL SCRUTINY FOR OVER 25 YEARS

- Since 1965 United Video has operated under the Communications Act which in Section 202A prohibits unreasonable discrimination in pricing.
- United Video has a complex pricing structure, which is necessary to meet competitive necessities, industry conditions, and customer requirements for form.
- During this period, United Video's pricing has been subject to constant scrutiny and has never been found to be discriminatory.
- Even monopoly carriers have discretion in pricing, including volume discounts, so long as it is not unreasonably discriminatory.
- Lack of flexibility in pricing or in discounts would cripple United Video's ability to compete against satellite cable programming vendors, and could result in large-scale cutbacks of superstation availability to U.S. consumers.

UNITED VIDEO'S FACILITIES-BASED OPERATOR PRICING STRUCTURE

- Is based on a per subscriber (home) fee, subject to a minimum amount and also subject to discounts.
- Discounts are for:
 1. Volume -- the number of subscribers (homes) under one agreement.
 2. Pre-payment -- early payment of fees (currently 10%).
- Volume discounts were adopted because of:
 1. Competitive necessity -- other program services priced with volume discounts.
 2. Customer demands -- customers threatened to not add United Video signals unless they had "favored nations" clauses in contracts.
 3. Market practices -- volume discounts are offered by other communications services, even by monopoly carriers (i.e., phone companies.)
 4. Economics of scale in marketing and other costs.

**THE UVI PRICING STRUCTURE DOES NOT "HINDER" NOR "PREVENT"
PROVISION OF SUPERSTATION SERVICES TO ANYONE**

Exhibit # 9

THE REAL CONSUMER COST OF ALLEGED "DISCRIMINATION" IN SUPERSTATION PRICING -- MINISCULE DIFFERENCES IN COMPARISON WITH THE "PERCENTAGE DIFFERENCE" OFTEN CITED BY PRICING CRITICS

	<u>SMALL CABLE SYSTEM (1,000 SUBS)</u>	<u>LARGE CABLE SYSTEM (25,000 SUBS)</u>
BASIC REVENUE/MO.	\$16.00	\$16.00
PROGRAMMING COSTS/MO.	\$ 8.00	\$ 6.00
UWI/WGN-VENDOR FEE/MO.	\$ 0.10	\$ 0.06
UWI/WGN COPYRIGHT/MO.	\$ 0.00	\$ 0.16
UWI/WGN-TOTAL COST/MO.	\$ 0.10	\$ 0.22
<hr/>		
UWI/WGN FEE \$ DIFFERENCE		+\$0.12
UWI/WGN FEE % DIFFERENCE	+20%	
UWI/WGN FEE AS % OF BASIC REVENUE	0.63%	0.75%
UWI/WGN FEE AS % OF PROGRAMMING COSTS	1.25%	2.00%

*NOTE: UWI FACILITIES-BASED OPERATOR PRICING IS \$100 MINIMUM, WHICH TRANSLATES TO 834 SUBSCRIBER (HOMES) AT .10¢ PER SUB PER MONTH.

DISCOUNTS DO NOT SHOW ANY EFFECT ON CONSUMER PRICES

FACILITIES-BASED OPERATORS (FBO) CARRYING WGN

FBO	AVERAGE MONTHLY RATE PER SUBSCRIBER	SYSTEM PAYS VOLUME DISCOUNT RATE	FBO	AVERAGE MONTHLY RATE PER SUBSCRIBER	SYSTEM PAYS VOLUME DISCOUNT RATE
FBO'S WITH DISCOUNTS			FBO's WITHOUT DISCOUNTS		
Sammons Communications	\$16.15	Y	DCA Cablevision	\$15.61	N
Wisconsin CableVision	19.57	Y	Brownwood Cable TV	17.81	N
McDonald Group	19.24	Y	Helicon Group	18.13	N
Cardinal Communications	17.25	Y	Leonard Communications	15.97	N
US Cable Corporation	19.02	Y	Midcontinent Cable	17.31	N
Northland Cable Properties	21.23	Y	Mission Cable	17.14	N
Commonwealth Cable System	20.47	Y	Valley Cablevision	11.78	N
Booth American Company	18.56	Y	Adelphia Communications	18.50	N
Satellite Services (TCI)	18.20	Y	Douglas Cable	17.30	N
			Marcus Communications	22.37	N
			Galaxy Cablevision	16.16	N
Average listed with volume discount	\$18.85				
Average listed without volume discount	\$17.10				
Average all U.S. FBO's	\$20.96				

Source: Average basic rate per subscriber in cable systems with WGN. Based on A.C.Nielsen Data as of October 1992.